

# Building A Movement



Hosting a SAJE House Party

# SAJE

**Building Power  
Changing Lives**

# Introduction

Thank you for supporting SAJE by offering to host a house party.

If you've ever been to a SAJE house party, or have attended a similar event for any other non-profit organization, you already know that house parties are a great way for you to share your enthusiasm for our work with your friends, acquaintances and colleagues. And it's a great way for us to let folks know about how we build communities and improve lives, right here in Los Angeles.



SAJE Executive Director,  
Gilda Haas

SAJE's goal for house party presentations is to share our mission of justice and reach a wider audience *in a personal and connected way*.

In our experience, there is no better way to do just that than by having our friends give us the opportunity to connect with *their* friends.

However, during the event, there are roles that the host, guests and SAJE staff play in ensuring the most successful party.

We've put together this guide to help you fully understand your role as host and to explain SAJE's role as presenters. Once again, thank you for your support.

A handwritten signature in black ink, which appears to be "Gilda Haas".

# What Does A SAJE House Party Look Like?

As host, you have complete freedom in the design and presentation of the event.

The party is *completely yours* to design and set up.

Gather your friends together at the most convenient time for you.

Feel free to design the party any way you wish.

Some ideas include

- *a Sunday brunch,*
- *an afternoon tea/coffee,*
- *an evening dessert,*
- *a cocktail party,*
- *a film screening,*
- *or, something completely different.*

Your party can be as formal or informal as you want, the most important part is that *you don't feel overwhelmed.*



# Planning

Plan your house party as you would any other event.

Give yourself plenty of time to organize and invite your friends.

In our experience, a comfortable amount of lead time is approximately four weeks.

Once you have set a date, start inviting people that you think may be interested in SAJE's work. These can be friends, colleagues, relatives, acquaintances ... anyone!

While some people do enjoy hosting large parties with upwards of 50 guests, we find that a smaller guest list is often much more manageable for a host. Remember: we don't want you to feel overwhelmed in any way.

As we've stated earlier, SAJE's goal is to share our work in a personal and engaging way, and we can have a very deep connection with a small group of your friends as easily as we can make a presentation to a large group.

Keeping this in mind, there can be as few as 10 people and as many as you are comfortable hosting. Invite approximately three to four times as many guests as you hope will attend.



# Planning

## Time:

It takes anywhere between 12 to 20 hours of work to plan and execute a successful house party. Here's how it breaks down for a small party with approximately 15 guests:

2 hours to compile your guest list and assemble all addresses.

2 to 4 hours to write your invitation, buy materials and mail

2 hours to make follow up phone calls

2 hours to prepare for the party on the "day of"

1 hour to write thank you notes (SAJE will help!)

## Cost:

Postage for invitations ('evite.com' is free!).

Invitation materials, (if you choose to buy invitations).

Food and refreshments to be served at event.



## These steps may help you prepare:

### Step 1: Prepare and Mail Your Invitation

For invitations that will be mailed through the post, you need the following materials:

**Invitation:** Let your guests know that you're hosting a house party to benefit SAJE. Don't forget to include the date and time, and let guests know that the party is a fundraiser, so please bring along their checkbooks.\*

**Reply card:** be sure to include clear ways for people to give even if they can't attend. We also like to include a way for your invitee to opt-in to learn more about SAJE at a later date (see sample reply card).

**Reply envelope:** this will need to be small enough to fit inside your invitation envelope.

Mail out your invitation four weeks before your party.

### Step 2. Make Follow-up Phone Calls

Personal contact is key to ensuring that your friends and invited guests attend. Because it is your personal network that is being invited, invitees will appreciate hearing from you. Make your follow-up calls approximately one week after mailing your invitation, or three weeks before your event.

### Step 3. Prepare the Agenda

This is where your creativity shines through. As we've mentioned several times throughout the booklet, the party is completely *yours* to design and set up. Gather your friends together at the most convenient time for you. Generally, the first 30 to 45 minutes are when the guests arrive, socialize, nibble on refreshments, and read handouts about SAJE. Once all the guests have arrived and are settled, the program should begin. The presentation will be no more than 45 minutes long (including questions and answers), leaving ample time for socialization and personal discussion.

### Step 4. Send Thank-Yous

Within one week of your house party, send thank you notes to everyone who attended. SAJE has pre-printed thank you cards for this very purpose! We will provide you with cards and envelopes if desired, however you are most welcome to use any card of your choosing.

*\*We find it's always good to let guests know beforehand that they will be asked to give money. By letting them know, there are no surprises and nobody feels uncomfortable when the pitch is made. Note in our sample pitch that we also like to let all guests know that they are by no means 'expected' to give.*



# Planning

## Suggested program agenda:

How Long?	Who?	What?
2-5 minutes	Host	<b>Welcome:</b> Welcome and thank your guests for coming. Let them know what we are going to do.
2-5 minutes	Host	<b>Introduction:</b> How you got involved with SAJE, and why you are interested and involved in SAJE's work. Why the issue is important to you.
15-25 minutes	SAJE representative	<b>Presentation:</b> Who is SAJE, why are we here, what we do and why we do it.
5-10 minutes	SAJE representative	<b>Q&amp;A:</b> Questions and answers to engage guests and to provide any further information.
2-5 minutes	Host	<b>Pitch:</b> Concrete ways that their support can make a difference. Provide different ways to support: financial or if they are inspired by what they heard, they can also host an event.
1-3 minutes	Host	<b>Closing:</b> Thank everyone for coming and for their support. Let them know we are here to answer any further questions they may have. Invitation to continue eating and socializing.

## A Few Things to consider:

### The Pitch:

The pitch should be timed to be at the peak of the program and is always done by the host. This is actually done for a very strategic reason.

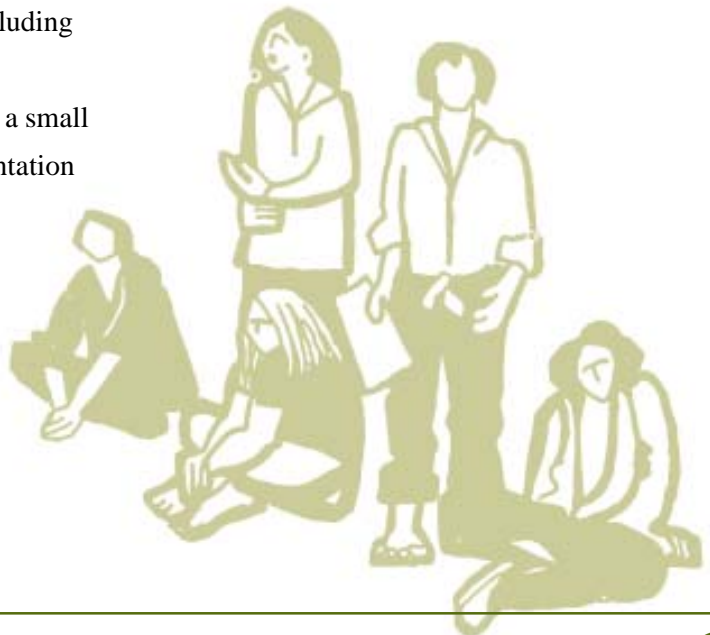
It is far more compelling for you to tell your friends about how you got involved with SAJE and why you are committed to, and support, the work we do. Here's one of the most important details: the host (that's you!) needs to make a monetary donation. Certainly, hosting a party is a huge contribution, but for the guests to be fully compelled to give money and support to SAJE, it is important for the host to be able to say that you personally support SAJE and that you want your friends to join you in your support.

### Food and Drink:

Refreshments at your event can be as plain or as fancy as you wish, you should serve whatever you like and whatever fits into your budget. The important thing is that there be something for your guests to nibble on, especially if they are coming to a house party straight from work.

### Materials:

SAJE will bring materials about our work, including informational brochures, flyers, handouts and photographs. It's very helpful to us if there is a small table or space reserved for us to place presentation materials. We will also bring contribution envelopes, pledge slips and a basket to collect pledges.



We know that there's a lot of information in this booklet. However, we want to be sure that we've provided as much support as possible in order to answer any questions you may have.

We are here to assist you with planning a successful party.

Please let us know if you have any questions at all!

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Once again, thank you for your support!



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